

A woman with short blonde hair, wearing a black dress with a vibrant floral pattern, is smiling warmly at the camera. She is surrounded by children in a school setting. To her left, a child in a grey hoodie is partially visible. To her right, a child in a blue patterned shirt is seen from the back. In the background, other children and a person in a red shirt are visible, along with a blue bag. The overall atmosphere is bright and celebratory.

IT STARTS HERE

★
★ *The Campaign to*
★ **Celebrate PRIMARY DAY**



75 YEARS OF SUCCESS: THE PRIMARY DAY DIFFERENCE

This year, The Primary Day School celebrates 75 years of success. This season of retrospection elicits fond memories from generations of past parents and alumni. Memorabilia and photographs shine a spotlight on many of the cast members in our story, but one role stands out like no other.

However you choose to describe the Primary Day difference, and how it affects a lifetime of community achievement and growth, teachers have always been the singular point of delivery. Attracting and retaining passionate, committed educators to forge relationships with students, build skills and self-confidence, and create a joyful and welcoming learning environment will continue to be the most important strategic pillar in achieving our mission.





OUR PATH FORWARD

The 75th anniversary milestone has also prompted a comprehensive look at our path forward. To strategically plan for the future, we examined the changing community, evolving economy, and competitive pressures of the Washington, DC, metro area. The results of the comprehensive study point to a single—but not surprising—most important objective.

Of the study respondents, 91.8% indicated that new recreational facilities, buildings, and curriculum updates were all of secondary importance to competitively compensating our teaching staff in order to attract and retain the best teachers and ensure they remain at Primary Day to continue our unique 75-year promise to provide the finest education for the most important years.

Inspired by that mandate, the anniversary campaign *It Starts Here* has a sole focus: secure sustained funding for both competitive salaries and professional development opportunities in order to advance Primary Day's mission.





OUR COMMITMENT TO EXTRAORDINARY FACULTY

By raising \$1.25 million, Primary Day will be able to accomplish our objective through two funding priorities. First, \$250,000 will be committed over a two-year period to enhance faculty salaries and benefits. To continue to competitively compensate our veteran faculty and attract the most highly qualified newcomers to our community, we must commit additional resources to this effort if we are to maintain our position in the Washington metropolitan marketplace. The remaining \$1M raised will augment our existing endowment that, together with capacity enrollment and reasonable tuition increases, will enable us to remain highly competitive with our peer schools relative to teacher compensation.

The success of Primary Day—indeed its future—depends on extraordinary educators: Their passion for their craft, commitment to their young students, and expertise and thought leadership in their fields are vital to creating the Primary Day experience. Our teachers build skills and confidence; forge positive, supportive relationships; and create a joyful learning environment—positioning students to thrive now and into the future.



**IT STARTS HERE.
IT STARTS WITH YOU.**

It Starts Here, the Campaign to Celebrate Primary Day is the path to the next 75 years. We hope you will join us in this important endeavor.



The **75**
YEARS OF
Primary Day
School

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